

From Table 23 one can see that Wayne County does not rank as high in S.E.A. 8 as other statistics in this report might indicate. Wayne County had the largest population in 1960 of any county in S.E.A. 8 and all indications are that it maintains that distinction today. Faced with high unemployment and an economy that, while growing, lagged behind many of the counties in the coastal region of North Carolina, the county officials provided funds in 1966 for a county-wide Industrial Development Program dedicated to:

1. Provide support and services within its means to existing Wayne County manufacturers.
2. Provide support for the continuing development of the agricultural and industrial resources of the county.
3. Provide assistance and information to location study teams conducting investigations in the Wayne County area.
4. Provide assistance to industrial firms and their personnel during relocation in the community.

A full-time director was employed to head up the Wayne County Industrial Development Commission. This organization replaced the Committee of 100 but works in conjunction with Goldsboro Industries. This could possibly be a turning point in Wayne County's quest for more manufacturing jobs and payrolls.

A better picture of Wayne County's manufacturing industries can be derived by studying what is commonly called its "industrial mix." This is necessary in order to assess its health and stability. Different types of industries react to recessions or economic fluctuations in the economic cycle in a variety of ways. Diversification and concentration of economic activities tend to contribute to a stable economy. "...where there is spread of employment and payrolls among a variety of firms, more stable conditions are apt to exist."⁵

⁵F. Stuart Chapin, Jr., Urban Land Use Planning, University of Illinois Press, 1965, p. 151.